

GURU NANAK INSTITUTE OF TECHNOLOGY
An Autonomous Institute under MAKAUT
2022
PRINCIPLES OF MANAGEMENT
HU704

TIME ALLOTTED: 3 HOURS

FULL MARKS: 70

*The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable***GROUP – A****(Multiple Choice Type Questions)**Answer any **ten** from the following, choosing the correct alternative of each question: **10×1=10**

		Marks	CO No.
i.	Which of the following is the main objective of the Unity in Direction principle? a. Coordination b. Unity in action c. Both a and b are correct d. Both a and b are incorrect	1	CO2
ii.	The principle of "Unity of Command" implies a. In union there is strength b. Employees should receive orders from one superior only c. Group to be assigned the responsibility of commanding d. None of the above	1	CO2
iii.	Scientific Management Theory was introduced by a. Fayol b. Taylor c. McGregor d. Mayo	1	CO2, CO3
iv.	TQM focuses on a. Profit b. Revenue c. Customers d. Cost	1	CO4
v.	Which of the following is true about Principles of Management? a. The principles of management are in a continuous process of evolution b. The principles of management have evolved c. The principles of management have not evolved d. None of the above	1	CO2, CO4
vi.	Which of these is NOT one of the 7S's in the McKinsey Model? a. Staff b. Strategy c. Service d. Structure	1	CO2, CO3

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|-------|---|---|----------|
| vii. | Which of these is NOT a type of plan?
a. Policies
b. Programmes
c. Balance Sheet
d. Budget | 1 | CO1, CO3 |
| viii. | A time bound plan expressed in quantitative terms is known as
a. Policy
b. Budget
c. Rules
d. Procedures | 1 | CO1, CO2 |
| ix. | Luther Gullik classifies the function of management as _____.
a. POSDCORB
b. POSTCARD
c. PODSCORB
d. POSDORBC | 1 | CO1, CO2 |
| x. | Which of these personalities carried out the Hawthorne Experiments?
a. McGregor
b. Maslow
c. Taylor
d. Mayo | 1 | CO1 |
| xi. | Which of the following describes the principle of harmony, not discord?
a. The management should properly investigate any task
b. The management should engage in scientific enquiry
c. The management should focus on observation and analysis
d. The management should share the gains or profits of a company with their workers | 1 | CO1, CO2 |
| xii. | According to Abraham Maslow needs like hunger, thirst and sleep are
a. Safety needs
b. Esteem needs
c. Self- Actualization needs
d. Physiological needs | 1 | CO2 |

GROUP – B

(Short Answer Type Questions)

(Answer any three of the following) 3x5=15

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|----|---|---|----------|
| 2. | Mention the importance of motivation in organizations. | 5 | CO1, CO2 |
| 3. | Define Management. Discuss whether Management is a Science or an Art. | 5 | CO1 |
| 4. | Describe the process of SWOT Analysis. | 5 | CO1 |
| 5. | Discuss in brief the Maslow's Need Hierarchy Theory. | 5 | CO1 |
| 6. | What is Soldiering? Who first addressed this issue among workers and how? | 5 | CO1, CO2 |

GROUP – C

(Long Answer Type Questions)

(Answer any *three* of the following) 3x15=45

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|--------|---|----|----------|
| 7. a. | What are the essential features of a Business Plan? | 7 | CO2 |
| b. | Write a business plan as an entrepreneur seeking fund from a bank for a start-up you are planning to start. | 8 | CO3 |
| 8. a. | What are the different techniques of Scientific Management? Discuss. | 8 | CO1 |
| b. | What are the merits & demerits of this theory? | 7 | CO1 |
| 9. a. | What is the importance of decentralization? | 5 | CO1,2 |
| b. | Differentiate authority & responsibility. | 5 | |
| c. | Mention five qualities of an effective leader. | 5 | |
| 10. | Define a Group. Why do people work in groups? Discuss the stages of development of a group. | 15 | CO1, CO2 |
| 11. a. | Differentiate between management & administration. | 7 | CO1 |
| b. | Discuss Maslow's theory of hierarchy and needs. | 5 | CO2 |
| c. | What is brainstorming? | 3 | CO1 |